

"Marlboro Country" is everywhere!

Marlboro is America's Fastest-Growing Major Brand



1972 Marlboro sales were
18% higher than 1971.

Marlboro Red gained 13.7% in soft pack,
13.2% in the Flip-Top Box.

Marlboro 100's were up 17.1% in soft pack, 20% in box.
Marlboro Green gained 23.8%.

Marlboro Lights, newest member of the family, went
national in 1972 and is the most successful recently
introduced brand in the industry.

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You can't afford to be out of stock on Marlboro.
Your customers wouldn't like it, and neither would you.

SOURCE: The Maxwell Report, Oct. 30, 1972
Courtesy of the Maxwell Div. of
Wheat, First Securities Inc.

Philip Morris USA

